

**ANALISIS KEPUASAN KONSUMEN TERHADAP BAURAN  
PEMASARAN ROTI PADA USAHA MIKRO YN CAKE AND  
BAKERY DI KOTA PADANG**

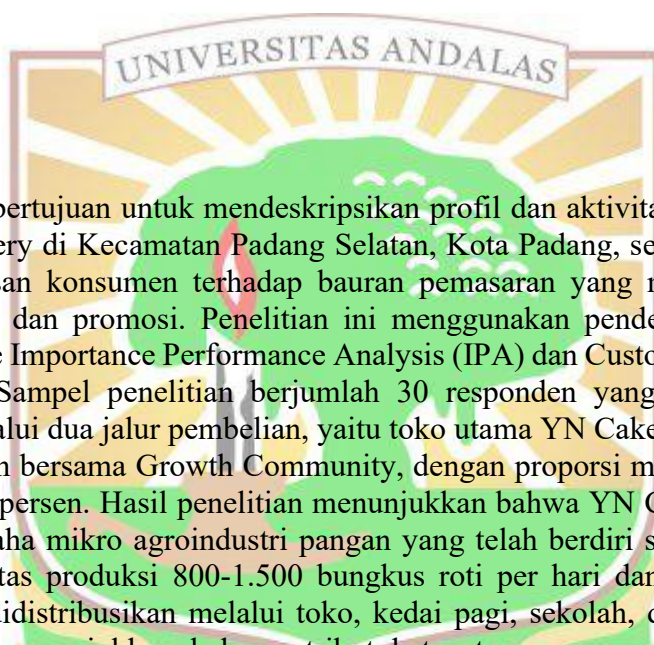
**SKRIPSI**



**FAKULTAS PERTANIAN  
UNIVERSITAS ANDALAS  
PADANG  
2026**

# **ANALISIS KEPUASAN KONSUMEN TERHADAP BAURAN PEMASARAN ROTI PADA USAHA MIKRO YN CAKE AND BAKERY DI KOTA PADANG**

## **Abstrak**

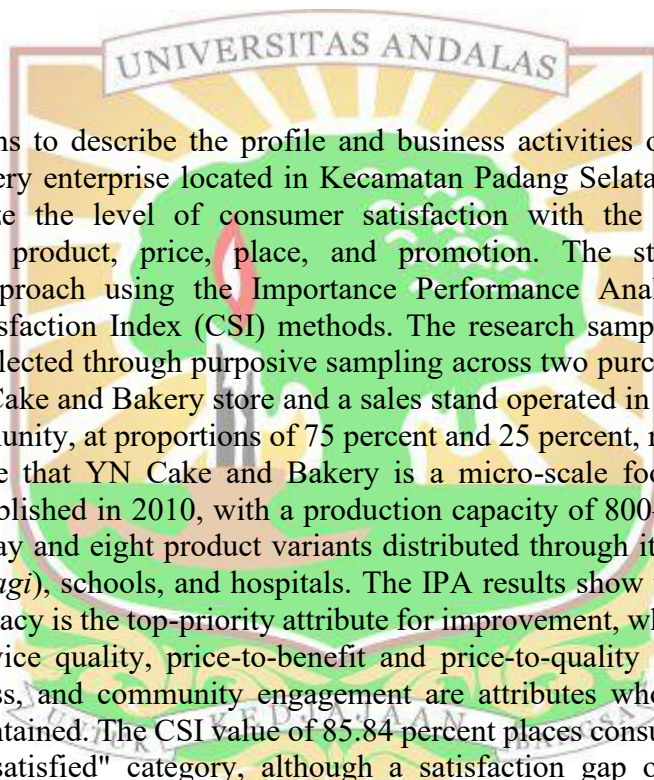


Penelitian ini bertujuan untuk mendeskripsikan profil dan aktivitas usaha roti YN Cake and Bakery di Kecamatan Padang Selatan, Kota Padang, serta menganalisis tingkat kepuasan konsumen terhadap bauran pemasaran yang meliputi produk, harga, tempat, dan promosi. Penelitian ini menggunakan pendekatan deskriptif dengan metode Importance Performance Analysis (IPA) dan Customer Satisfaction Index (CSI). Sampel penelitian berjumlah 30 responden yang diambil secara purposive melalui dua jalur pembelian, yaitu toko utama YN Cake and Bakery dan stand penjualan bersama Growth Community, dengan proporsi masing-masing 75 persen dan 25 persen. Hasil penelitian menunjukkan bahwa YN Cake and Bakery merupakan usaha mikro agroindustri pangan yang telah berdiri sejak tahun 2010 dengan kapasitas produksi 800-1.500 bungkus roti per hari dan delapan varian produk yang didistribusikan melalui toko, kedai pagi, sekolah, dan rumah sakit. Analisis IPA menunjukkan bahwa atribut ketepatan sasaran promosi menjadi prioritas utama untuk diperbaiki, sementara atribut cita rasa, aroma, kesegaran, pelayanan, kesesuaian harga dengan manfaat dan kualitas, daya saing harga, serta pendekatan dengan komunitas perlu dipertahankan kinerjanya. Nilai CSI sebesar 85,84 persen menempatkan tingkat kepuasan konsumen pada kategori sangat puas, meskipun masih terdapat ruang peningkatan sebesar 14,16 persen. Meskipun demikian, data sekunder menunjukkan adanya penurunan permintaan distributor pascatahun 2022, yang diduga tidak sepenuhnya disebabkan oleh ketidakpuasan konsumen aktif terhadap produk, melainkan kemungkinan turut dipengaruhi oleh faktor eksternal lain di luar cakupan penelitian ini. Temuan ini menegaskan perlunya penguatan strategi promosi yang lebih terarah sesuai karakteristik konsumen aktual, yang didominasi oleh kalangan pelajar dan mahasiswa usia muda.

**Kata Kunci:** Kepuasan Konsumen, Bauran Pemasaran, Importance Performance Analysis, Customer Satisfaction Index, Usaha Mikro

# ANALYSIS OF CONSUMER SATISFACTION TOWARDS THE BREAD MARKETING MIX IN YN CAKE AND BAKERY MICRO-ENTERPRISE IN PADANG CITY

## Abstract



This study aims to describe the profile and business activities of YN Cake and Bakery, a bakery enterprise located in Kecamatan Padang Selatan, Kota Padang, and to analyze the level of consumer satisfaction with the marketing mix, encompassing product, price, place, and promotion. The study employs a descriptive approach using the Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) methods. The research sample comprised 30 respondents selected through purposive sampling across two purchasing channels: the main YN Cake and Bakery store and a sales stand operated in partnership with Growth Community, at proportions of 75 percent and 25 percent, respectively. The results indicate that YN Cake and Bakery is a micro-scale food agro-industry enterprise established in 2010, with a production capacity of 800–1,500 packages of bread per day and eight product variants distributed through its store, morning stalls (*kedai pagi*), schools, and hospitals. The IPA results show that promotional targeting accuracy is the top-priority attribute for improvement, while taste, aroma, freshness, service quality, price-to-benefit and price-to-quality alignment, price competitiveness, and community engagement are attributes whose performance should be maintained. The CSI value of 85.84 percent places consumer satisfaction in the "very satisfied" category, although a satisfaction gap of 14.16 percent remains. Nevertheless, secondary data reveal a decline in distributor demand following 2022, which is presumed not to be fully attributable to dissatisfaction among active consumers, but rather may be influenced by other external factors beyond the scope of this study. These findings underscore the need to strengthen a more targeted promotional strategy aligned with the actual consumer profile, which is dominated by young students and university-aged individuals.

**Keywords:** Consumer Satisfaction, Marketing Mix, Importance Performance Analysis, Customer Satisfaction Index, Micro Enterpri

